

Appendix D

LRCVB Staff Survey Results

A survey of all Convention and Visitors Bureau staff was conducted to identify the opinions and experiences that staff has working with A total of 9 questionnaires were returned with a response rate of 82%.

Summary of Survey Questions #1- #9.

Of the staff members that responded to the survey,

- 78.0% agreed that the CVB worked efficiently with local government officials. relationship with local government officials;
- 100% agreed that the CVB was effective at bringing conventions/meetings to the Lynchburg area;
- 100% agreed that the CVB was effective in their efforts to recruit leisure tourism to the Lynchburg area;
- 78% agreed that the CVB uses its financial resources wisely;
- 67% agreed that the development of effective marketing materials and advertising is sufficient;
- 67% agreed that the CVB develops and shares research with the local market;
- 88% agreed that the CVB fosters an atmosphere of teamwork;
- 100% agreed that the CVB provides the tools that they need to do their job; and
- 89% agreed that the CVB provides them with on going education and career advancement opportunities.

Detailed Statistics for Questions #1-#9.

1. Works efficiently with local elected officials.

Response	Number	%
Strongly Agree	2	22
Agree	5	56
Neither Agree nor Disagree	2	22

Disagree	0	0
Strongly Disagree	0	0

2. Effectiveness at bringing conventions/meetings to the Lynchburg area.

Response	Number	%
Strongly Agree	4	44
Agree	5	56
Neither Agree nor Disagree	0	0
Disagree	0	0
Strongly Disagree	0	0

3. Effectively recruits leisure tourism to the Lynchburg area.

Response	Number	%
Strongly Agree	3	33
Agree	6	67
Neither Agree nor Disagree	0	0
Disagree	0	0
Strongly Disagree	0	0

4. Uses its financial resources wisely.

Response	Number	%
Strongly Agree	1	11
Agree	6	67
Neither Agree nor Disagree	1	11
Disagree	1	11
Strongly Disagree	0	0

5. The development of effective marketing materials and advertising is sufficient.

Response	Number	%
Strongly Agree	1	11

Agree	5	56
Neither Agree nor Disagree	2	22
Disagree	1	11
Strongly Disagree	0	0

6. Develops and shares research with the local market.

Response	Number	%
Strongly Agree	1	11
Agree	5	56
Neither Agree nor Disagree	2	22
Disagree	1	11
Strongly Disagree	0	0

7. Fosters an atmosphere of teamwork.

Response	Number	%
Strongly Agree	4	44
Agree	4	44
Neither Agree nor Disagree	0	0
Disagree	1	11
Strongly Disagree	0	0

8. Provides the tools I need to do my job.

Response	Number	%
Strongly Agree	3	33
Agree	6	67
Neither Agree nor Disagree	0	0
Disagree	0	0
Strongly Disagree	0	0

9. Provides on-going education and career advancement.

Response	Number	%
Strongly Agree	6	67
Agree	2	22
Neither Agree nor Disagree	0	0
Disagree	0	0
Strongly Disagree	1	11

Summary of responses to Questions #10-#15.

What do you see as the strengths of the LRCVB?

- Effective leadership from VP
- Staff is dedicated and well trained.
- Cooperation – both among CVB staff and with the Chamber of Commerce
- Good working relationship State and surrounding counties
- Marketing activities (website, tradeshow schedule, FAM tours, etc.)

What do you see as the weaknesses of the LRCVB?

- Lack of communication among CVB staff and with Chamber
- Geographic separation of CVB staff between two different locations.
- Do not currently offer a widely accepted form of Return on Investment (ROI).
- Not enough space for storage and merchandise
- There is confusion when it comes to the boundaries that are presented by the CVB's relationship to the Chamber of Commerce.
- Tourism Advisory Council has become an unnecessary committee.
- Location of Visitors Center – difficult for people to find.

What is needed to market travel and tourism in Lynchburg more effectively?

- A positive working relationship with the lodging industry.
- More involved tourism community who has a better understanding of the services provided by the CVB.
- Revamping of the Tourism Advisory Committee (TAC).
- Expanded sales staff.
- Improved communication among staff.
- Relocation to a more accessible, high profile site.

What are your biggest obstacles to succeeding in your job?

- Geographical separation of CVB staff and communication issues due to separation.
- Limited meeting/conference space.
- Limited funding – restricts hiring of staff and program development.
- Lack of awareness and understanding in local government/community of tourism and its role as an economic development vehicle.
- Better signage directing visitors to our center.

What would you like to see the LRCVB accomplish in the future?

- Increased communication.
- To develop benchmarking and ROI formulas that are accepted by local government.
- A positive working relationship with the lodging industry.
- More involved community who has a better understanding of the services provided by the CVB.
- An increased budget that would support the hiring of additional sales staff.
- A new, more highly visible location for the Visitors Center.